



Date: September 18, 2006
To: Gerald R. Miller, City Manager /s/
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: City Report For Week Ending September 15, 2006

This *City Report* highlights various activities for the week ending September 15. Consistent with our Focus on Results (FOR) Long Beach performance management efforts, we are now using *Citywide Service (formerly Focus) Areas* to organize our weekly activities. These Service Areas, which are also used in the FY07 Budget, are built upon the broad categories identified in the Strategic Plan 2010 document and provide a comprehensive framework for communicating all City programs and services.

It is our hope that this new framework will improve our ability to communicate information about the services we provide. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

Service Area: Leadership, Management and Support

City Manager

On Tuesday, September 12, the City Council took action to adopt the Fiscal Year 2007 (FY 07) Budget. The City's \$2.23 billion budget comprises 36 funds and 21 departments, including Police, Fire, Water, Harbor, Library Services and Parks, Recreation and Marine. The FY 07 budget reflects a significant turning point for Long Beach, as it includes: a structurally balanced General Fund budget; the restoration of library hours, services, and the book budget as well as resources for the new Mac Arthur Park library; an unprecedented \$7.4 million in residential street investments (which includes the Mayor's recommended allocation of \$2.3 million in available fund balance); \$2.7 million in performance-enhancing technology investments; \$1.75 million for critical facility repairs, including fire station improvements; eight new police officers and an additional 65-recruit police academy; enhanced customer service within the City's development services; increased neighborhood beautification programming; and a myriad of other service and program investments aimed at fulfilling the community's priorities and departments' key performance objectives. The City Council will hear the second reading and consider approval of three budget-related ordinances on September 19 and conclude their Budget Adoption activities.

Technology Services

Spanish translation of Long Beach City Council Meetings is now available at the Council Chambers and on LBTv Channel 8. At the Council Chambers, audience members can request a headset to listen to the meeting in Spanish. The Spanish translation will also be available to cable viewers on LBTv Channel 8 transmitted via a secondary audio program (SAP). Charter cable subscribers in Long Beach can receive the SAP signal by simply programming their TV or cable box.

NEWS UPDATE

Service Area: Environment **Harbor Department**

The California Department of Fish and Game has confirmed that BP has contained an estimated 42,000-gallon oil spill at the Port of Long Beach without harm to humans or wildlife and without a release into harbor waters. The spill has not impacted Port operations. A pipeline leak occurred under the Port's Pier B rail yard on September 8. Gas oil, a petroleum product used in gasoline refining, leaked into the soil, a storm drain and pump station. BP officials estimate the cleanup will be completed by early October, with minimal interruption to rail yard operations. The Port is actively monitoring BP's cleanup operation along with the U.S. Coast Guard, Fish and Game and other agencies.

AWARDS AND SPECIAL RECOGNITION

Service Area: Leadership, Management and Support **City Manager**

The City of Long Beach was honored for using *performance management* to improve City services and enhance accountability and transparency in government by the International City/County Management Association (ICMA), Center for Performance Management. The City received ICMA's highest award, the *Certificate of Distinction*, for utilizing performance management to improve City services to residents. In 2005, the City of Long Beach began *Focus on Results Long Beach (FOR Long Beach)*, an endeavor to measure the performance of City services called. City services are based on community priorities and City Council policies. *FOR Long Beach* provides City officials and staff with the information they need to better plan and budget for those services and to improve the efficiency and effectiveness of the services provided.

Service Area: Business and Economic Assistance **Community Development, Workforce Development**

The Workforce Development Bureau is developing its healthcare industry initiatives through community partnerships. Most recently, Long Beach City College and its project partners, Long Beach Memorial Medical Center and the Workforce Development Bureau, received a two-year \$600,000 medical administration grant from the State Community College Chancellor's Office. The grant will concentrate on administrative employment opportunities of hospital operations such as coding and billing.

Service Area: Neighborhoods and Housing **Community Development, Code Enforcement**

The City's Code Enforcement Program is a finalist for a National League of Cities 2006 Award for Municipal Excellence, which recognizes outstanding government programs that have significantly contributed to a city's quality of life. The winners of the 2006 Awards for Municipal Excellence will be announced at the National League of Cities' Congress of Cities and Exposition in Reno, Nevada in December.

UPCOMING EVENTS

Focus: Leisure, Culture and Education **Library Services**

The public is invited to attend the Main Library's Teen Book Club discussion of Mirjam Pressler's book, *Malka*, on **September 30** at 3:00 pm. The event will include a lecture by Renee Firestone, featured in the documentary *The Last Days*, which is about the experiences of five Hungarian Holocaust survivors. Born in Hungary, Mrs. Firestone was deported to Auschwitz when she was 19. Mrs. Firestone lectures extensively in her role as one of the founders of the Simon Wiesenthal Center for Education Outreach.

WEEKLY HIGHLIGHTS

Service Area: Business and Economic Assistance

Community Development, Economic Development

The City of Long Beach has submitted an application to the State of California Housing and Community Development Department to re-designate the current Enterprise Zone designation in the City of Long Beach for 15 years. Applications from around the state will compete for the designation, and the state will announce the selected areas in December of 2006.

Community Development, Workforce Development

More than 1,400 jobseekers and 103 business exhibitors participated in the Workforce Development Bureau's annual adult Job Fair recently at the Long Beach Convention Center. The event was organized around key industry sectors that are vital to the greater Long Beach area and are in need of skilled, work-ready employees. Early customer feedback surveys indicate good employment successes for participating residents and businesses.

Community Development, Workforce Development, Youth Opportunity Center

More than 250 youth earned minimum wage and gained valuable experience at various City work sites through the Summer Youth Employment Program. The program provides first-time work experiences for young persons ages 14 to 21. An additional 85 high school youth participated in the School-to-Career Internship Program, working at local businesses and earning 10 elective credits toward graduation through a connected classroom activity. Several hundred more youth participated in the Hire-a-Youth Program youth job fairs by interviewing and connecting with area businesses that had employment opportunities.

Community Development, Workforce Development

The Bureau's Disability Program Navigators are developing ways to enhance employment and training opportunities for people with disabilities, through focused, ongoing efforts to collaborate with partners, agencies, and community-based organizations. This team is planning several upcoming events, including a Disability Benefits & Employment Planning Workshop to be presented by the Disabled Resource Center, which will educate and counsel SSI/SSDI beneficiaries on work incentives and assist them with tough employment and financial decisions.

Parks, Recreation and Marine, Special Events and Filming Bureau

The Belmont Shore Business Association's *Belmont Shore Car Show*, with an estimated attendance of 60,000, was held on 2nd Street between Livingston Drive and Bay Shore Avenue on September 10.

Warner Brothers, with a cast and crew of 100, filmed a TV show *Cold Case* at Drake Park and at Cesar Chavez Elementary School on September 11.

WEEKLY HIGHLIGHTS

Service Area: Community Safety

Police

Citywide, police officers responded to 3,078 priority one, 7,600 priority two and 5,393 priority three calls for service, for a total of 16,071 for the month of August.

In the neighborhoods surrounding the North Division, a large number of vehicles have been parked for long periods of time, leading to a lack of available parking, visual blight and an increase in vehicle-related crimes. Many of these vehicles have unpaid parking citations, expired registration, or are inoperable. To combat this problem, North Division Officers targeted areas where there was a large volume of abandoned vehicles and tagged the vehicles with a three-day parking notice. After the three-day period had elapsed, the officers, with assistance from a parking enforcement officer and towing operations personnel, towed the vehicles for expired registration, excessive parking citations, and violation of the three-day notice. Officers towed 22 vehicles and cited 21 vehicles.

Health and Human Services

Staff recently attended a two-day training on *Emergency Planning and Special Needs Populations* for providing emergency planning or care of seniors, people with disabilities, and/or special needs groups. The California State Office of Emergency Services, California Specialized Training Institute sponsored the training.

Community Development, Fire, Police

On September 11, twenty residents attended a two-hour *Community Emergency Response Team (CERT) Training* workshop, which began with a moment of silence in recognition and honor to those who lost their lives on 9/11/01, and focused on disaster preparedness in the event of an emergency. Topic discussion included valuable information on water and food needs, medicine and medical needs, and possible home evacuation plans. For information on upcoming workshops at the Neighborhood Resource Center, call 570.1010.

Sixteen local families with 25 children recently attended the second Child Passenger Safety Seat educational workshop, hosted by the 7th Street Community Police Center (CPC) in collaboration with the Neighborhood Services Bureau. The workshop included instruction on crash dynamics, types of safety seats, proper securing of children and laws and standards. Participants received free child safety seats. For more information regarding events at the 7th Street Community Police Center, please contact Gonzalo_Sanchez@longbeach.gov.

Parks, Recreation and Marine, Community Recreation Programs Bureau

More than 100 seniors attended the recent *Senior Scam Stopper Forum*, co-sponsored by Assemblymember Betty Karnette and Senator Alan Lowenthal, at the El Dorado Park Senior Center.

Service Area: Environment

Community Development, Police

Local residents and 65 Police Academy recruits recently collected 20 tons of trash at a neighborhood clean up in the Washington NIS Area. The City's graffiti crew removed graffiti on several streets and alleys, while community-policing officers patrolled the area. For details, contact Teresa_Gomez@longbeach.gov.

WEEKLY HIGHLIGHTS

Service Area: Environment

Community Development, Police

More than 35 neighborhood volunteers collected nine tons of illegally dumped trash and other items at a recent neighborhood cleanup east of MacArthur Park. The Anaheim Street Community Police Center Advisory Board sponsored the clean up. For details, contact [Bryant Ben@longbeach.gov](mailto:Bryant_Ben@longbeach.gov).

Service Area: Health and Human Services

Health and Human Services

A *Food Stamp Outreach & Enrollment Program* is being conducted at several Long Beach locations. The *Food Stamp Program* was established to improve the nutrition of people in low-income households. The program increases the food-buying power, so qualified people are able to purchase the amount of food their household needs. For more information on locations and enrollment dates, please call Health & Nutrition Hotline 1.877.597. 4777.

Service Area: Leadership, Management and Support

Financial Management, Commercial Services Bureau

Bureau staff completed 28,016 in-person transactions in August at the City Hall Lobby and 4th floor for customers who requested general information or required payment-processing services. The total is a 9 percent increase over the 25,673 people serviced in August 2005. For the first eight months of this year, the 303,342 transactions completed is a 10 percent increase over the 275,587 transactions completed in the same time last year.

Service Area: Utilities

Long Beach Gas & Oil, Gas Services Bureau

Staff completed a total of 2,595 service calls. This total included 852 gas and Water Utility Turn-Ons, and 677 Turn-Offs. During this period, 865 Customer Service Orders were completed for services that included lighting pilots, adjusting and inspecting appliances, completing fumigation orders, and verifying read orders. A total of 201 meter maintenance and billing-related orders were completed. In addition, Gas Control/Dispatch (24/7 operation) received 268 emergency phone calls that resulted in 77 emergency orders being sent out.

Service Area: Infrastructure and Transportation

Parks, Recreation and Marine, Planning and Development Bureau

Construction on the addition of locker rooms, restrooms and offices is 75 percent complete at Martin Luther King, Jr. Park Pool.

Construction of the new Admiral Kidd Community Recreation Center is 75 percent complete at Admiral Kidd Park Teen/Community Center.

Street Construction Report

Public Works, Streetscape

Contact: 570.5160

Santa Fe Ave.

Estimated completion:

Between Pacific Coast Hwy. and Wardlow Rd.

Early December

Atlantic Ave.

South St.

Estimated completion:

Between 56th St. to 59th St.

Between Linden Ave. to Lime Ave.

Early November

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WEEKLY HIGHLIGHTS

Service Area: Infrastructure and Transportation

Street Construction Report (continued)

Public Works, Street Improvement

Contact: Public Works 570.5160

Long Beach Blvd. Between Wardlow Rd. and San Antonio Dr.

Estimated completion: Early October

Long Beach Gas and Oil, Gas Pipe Installation

Contact: 570.2060

Pine Ave: From 2nd St. to 7th St.

Alley west of Pine Ave: Between 2nd St. & 7th St.

Estimated completion: Late September

Gateway West Area Between Maine Ave. & Pacific Ave.

Between 6th St. & 3rd St.

Estimated completion Late September

Water Department, Sewer & Sewer Lift Station Modifications

Contact: 570.2323

Magnolia Ave. Corner of Ocean Blvd. and Magnolia Ave.

Estimated completion: Late September

GRM:KP:ek:arc

cc: Christine Shippey, Assistant City Manager
 Reginald Harrison, Deputy City Manager
 Suzanne Mason, Deputy City Manager
 City Manager Department Heads
 Tom Modica, Government Affairs Manager
 Jyl Marden, Assistant to the City Manager